Course Syllabus (5 pages)
ECON-7100-001 – Economics For Global Executive, CRN 91818FCB 261, 2017

Fall Semester, Aug. 28-Dec. 14
3 Credit Hours

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Office Hours: 4.20p.m. – 5.20p.m. M&W; and by appointment

Graduate Teaching Assistants:
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Course Overview

“Essential economic theory and its application to business and economic issues. Consumer behavior, managerial economics and strategy, market structure in a global context.” (Copied from The Graduate catalog.)

Pre-Requisites/Co-Requisites:
Knowledge of undergraduate Principles of Economics, basic Statistics, and Algebra are helpful but not required.

Required Texts (and Related Materials):

NOTE: “Actual business problem solving and decision-making “Cases” are built into every introductory motivation of each chapter, in chapter material contents, and in the conceptual and methodological treatments throughout this text book.
Recommended Texts (and Related Materials):

1. N. Gregory Mankiw, Principles of Microeconomics, 4th, 5th, or 6th or the latest published edition. Southwestern Cengage Learning.
2. David Besanko, et al., Economics of Strategy, John Wiley & Sons, Publishers (best buys are online at Amazon.com, half.com, e-bay, etc).
   (This text contains additional cases that enrich the required course textbook material cases.)
   Textbook Cases are refreshed using ‘Strategy+Business’ and The Wharton School (U. PA) electronic business news cases. Student subscriptions are free!

Location of Course Materials:

eCourseware, FCBE Syllabus (downloadable) link, handouts in class.

Course Objectives:

By successfully completing this course, students will be able to:

1. Understand the fundamentals of markets;
2. Identify the determinants of supply and demand;
3. Understand and apply marginal analysis for both consumers and firms;
4. Appreciate the business environment, including the roles of market structure & business cycles in a global context;
5. Understand game theoretic implications for business strategy.

Fogelman College: Learning Outcomes for Your Degree (BBA)

http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf

Course Methodology

lecture

Professor’s Expectations:

Student Conduct: Student Handbook’s student conduct policies in and outside of university, fully governed by all applicable U of M’s rules & policies http://saweb.memphis.edu/judicialaffairs/pdf, including but not limited to the offices of Student Affairs, Student Disability Services, and Student Development). http://www.memphis.edu/atoz.htm, are fully incorporated by reference herewith.

Class Attendance: Taken at each class start and end times. Scientific studies claim the importance of class attendance for material retention and competence. This professor reserves the professional right to use attendance data in an objective manner.
Student’s Expectations:

The professor will cover the syllabus materials to meet the course learning and outcomes. Students are graded fairly and their grades reflect academic performance.

Grading and Evaluation Criteria

Late submissions of team-based work will automatically lose 10% of the worth.

**STANDARD GRADING SCALE:**  

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>&lt;60</td>
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</tbody>
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**Course Grade Components**

1. Test 1: (Individual, in-class) - 15%
2. Test 2: (Team-based Take-Home) - 25%
3. Test 3: (Individual, in-class) - 25%
4. Test 4: (Team-based Take-Home) - 25%
5. Attendance (randomly taken during class period) - 10%

University policy requires each student to sit for the final (Test 6). Registrar’s academic calendar website. It is an important component of your semester course grade. See:

For Tests 2 through

**Course Grade Computation:** 0.15 (Test 1 graded out of 100 points) + 0.25 (Test 2 graded out of 100 points) + 0.25 (Test 3 graded out of 100 points) + 0.25 (Test 4 graded out of 100 points) + 0.10 (Attendance graded out of 100 points) = COURSE grade out of 100 points using ‘Standard Grading Scale’.

**Important Dates:** 1st class day (8/28 M); Labor Day (9/4 M); Fall Break (10/14 Sat -10/17 T); Thanksgiving (11/22 W-11/26 Sun); Last Day of Classes (12/6, W); Study day (12/7, R); Final Exam (12/11 M, 7-9pm)

**Course Topics**

**List of Formal Assessed Activities**

<table>
<thead>
<tr>
<th>CLASS DATES</th>
<th>TEXT-BOOK Section &amp; CHAPTERS (includes CASES)</th>
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<tbody>
<tr>
<td>8/28, 8/30, 9/6, 9/11, 9/13</td>
<td>Sec. I. Problem solving &amp; Decision-making, Chaps. 1 – 5</td>
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<td>Sec. IV. Organizational Design, Chaps 21-22</td>
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<td><strong>TEST 1:</strong> 9/18</td>
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<tr>
<td>9/20, 9/25, 9/27, 10/2, 10/4, 10/9</td>
<td>Sec. II Pricing, Costs, and Profits, Chaps. 6 – 11</td>
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</tbody>
</table>
Final Exam Schedule
The final exam for this class will be scheduled according to the Registrar's academic calendar website.

Course Policies

E-MAIL:
The best way to communicate will be through The University of Memphis email aokunade@memphis.edu

Attendance:

1. Attend classes prepared by reading ahead. Course follows U of M class attendance policies. Semester grade comprises 2 Tests + Teamwork + Attendance.
2. Make travel/personal travel plans not conflict with class times and test dates (pre-announced). Student must take all course grade components to avoid an “I”ncomplete at semester’s end.
3. Class attendance policies in this course are consistent with financial aid guidelines.

Adding/Dropping:
If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website.

Academic Integrity:
Students are expected to be academically honest by providing original work produced within parameters designated by instructor. Penalties and/or sanctions for academic dishonesty may be levied within the parameters of University policies up to and including dismissal from the University of Memphis. Please review the FCBE page on academic integrity: http://www.memphis.edu/fcbe/students/integrity.php
Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website.

Disability Statement:
A student requesting disability-related accommodations for this course should provide me a memo from Student Disability Services (SDS). The memo verifies that the student is registered with SDS, is regarded as a person with a disability, and that the listed accommodations are considered appropriate and reasonable, considering the functional limitations of the disability. Students who provide accommodation memos to faculty have already provided appropriate disability documentation to SDS, so faculty members should not ask students for documentation other than the memo from SDS. If the student is not registered with SDS or does not have an accommodations memo, the faculty member should refer the student to SDS. (110 Wilder Tower; phone: 678-2880).

Classroom Behavior:
All participants in this course should be considerate of the other course participants and treat them (as well as their opinions) with respect.

Reporting Illness or Absence:
Deadline extensions as a result of illness, or any other unforeseen event will be considered as needed. It is the students reasonability to communicate such need as soon as possible.

Inclement Weather:
Deadline extensions as a result of inclement weather, or any other unforeseen event will be considered as needed. It is the students reasonability to communicate such need as soon as possible.

Syllabus Changes:
This course syllabus provides a general plan for the semester; in the interest of flexibility, there may be necessary deviations, at my discretion.

Team-based 'Take Home’ will solve a real life business problem, consistent with the growing trend among top MBA programs (see, Gangemi, J. “Pushing MBAs Beyond the Books, B-Schools are remaking their curriculums with projects that compel students to take classroom concepts into the real world,” http://www.businessweek.com/bschools/content/aug2005 (8/10/2005). Project must use the course content. Professor’s assignment of students into groups will reflect workforce experience diversity for a future-oriented, global-minded workplace, in order to respect the variety of strengths in undergraduate fields of major, gender, national origin, ethnicity, and industries of employment. A group member's grade will be adjusted up or down based on each individual group members’ “peer assessments” of her/his work (other than self) on a 0 (worst) to 10 (best) scale. Teamwork should bring in outside references, cases or materials to enrich. Grades are based on correctness
and completeness of content, understanding and ability to competently answer questions from the professor and student peers (other students in the course), and other relevant factors.

Team-based ‘take Home’ tests will be based on “real world” (on-going) business executive challenges. These team-based, practical business economics projects are in line with TN Governor Haslam’s urgent call (Aug., 2012) to link college degree learning with practical job readiness needs. Specifically, “As the job market continues to constrict and employers ask for more college graduates with more technical and practical skills, …” college degree programs “will need to make more adjustments to feed that need.” (See, “Editorials”, on “Job Realities for College Grads”, in The Commercial Appeal, Aug. 12, 2012, P. 4V). Refer also to TN Gov. Haslam’s appointment of Knoxville businessman Randy Boyd as “Special Adviser for Higher Education” (The Commercial Appeal, Jan. 16, 2013, Page 3B). The Governor’s interest is to “better align the state’s colleges and universities with the workforce needs of employers”.

Samples of some “real life” Business Economics “Team-based Case studies” that past ECON 7100 course students completed for the Memphis Area for-profit and not-for-profit businesses (Corporations, Entrepreneurs, Executives), are available for viewing (not to be copied!) at the professor’s office.

Any questions? Simply contact me in a timely manner. We should plan to have a great semester of learning MBA Economics in this course.

Student Services

Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance